



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Campaign Group (The)  
1600 Locust Street  
3rd Floor  
Philadelphia, PA 19103

# Contract # 338216

Schedule Dates 10/23/12-10/26/12  
Advertiser Rob McCord State Treasurer (8448)  
Agency Campaign Group (The) (1205)  
Product Political - State Candidate (1071)  
Brand POL/R MCCORD/D/TRE/PA (140317)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name CAVINAGH, LISA  
Phone/Fax /  
CPE N/A  
Account Types National/Political  
Billing Type Standard  
Comments MCCORD 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 10/22/12  
Last Modified 10/22/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06388917  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$7,747.50  
Net Total \$43,902.50  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month Spots Rate  
Oct. 2012 62 \$51,650.00  
Grand Total: 62 \$51,650.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:29A- Channel 11 News 530am	3		X	X	X	X			3	\$550.00	\$1,650.00	Pittsburgh (WPXI)	NEWS 530-6A/1	10/22/12
2.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:59A- Channel 11 News 6am	3		X	X	X	X			3	\$800.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 6-7A/2	10/22/12
3.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	7A- 8A (EST)	3		X	X	X	X			3	\$625.00	\$1,875.00	Pittsburgh (WPXI)	TODAY 7-8A/3	10/22/12
4.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	8A- 9A (EST)	3		X	X	X	X			3	\$575.00	\$1,725.00	Pittsburgh (WPXI)	TODAY 8-9A/47	10/22/12
5.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	9A- Today Show 9a	3		X	X	X	X			3	\$400.00	\$1,200.00	Pittsburgh (WPXI)	TODAY 9-10A/5	10/22/12
6.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	10A- Ellen	3		X	X	X	X			3	\$350.00	\$1,050.00	Pittsburgh (WPXI)	ELLEN/6	10/22/12
7.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	11A- Anderson At Noon	3		X	X	X	X			3	\$275.00	\$825.00	Pittsburgh (WPXI)	ANDERSON/7	10/22/12
8.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	11:59A- Channel 11 News	3		X	X	X	X			3	\$375.00	\$1,125.00	Pittsburgh (WPXI)	NOON NEWS/8	10/22/12
9.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	12:30P- The Doctors 1230-130P	3		X	X	X	X			3	\$275.00	\$825.00	Pittsburgh (WPXI)	THE DOCTORS	10/22/12
10.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	1:30P- Today Show 130P	3		X	X	X	X			3	\$275.00	\$825.00	Pittsburgh (WPXI)	TODAY 130P/10	10/22/12
11.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	2:30P- Who Wants To Be A Millionaire	3		X	X	X	X			3	\$275.00	\$825.00	Pittsburgh (WPXI)	MILLIONAIRE/11	10/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

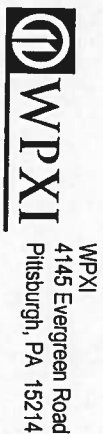
Date:

Accepted-Station:

Date:

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**Sales Office** Telerep/Washington DC  
**Buyer Name** CAVINAGH, LISA  
**Phone/Fax** /  
**CPE** N/A  
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**Package Deal**  
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**Commission** \$7,747.50  
**Net Total** \$43,902.50  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  

Month	Spots	Rate
Oct. 2012	62	\$51,650.00
<b>Grand Total:</b>	<b>62</b>	<b>\$51,650.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	2:58P- Days Of Our Lives	3		X	X	X	X			3	\$500.00	\$1,500.00	Pittsburgh (WPXI)	DAVS/12	10/22/12
13.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	4P- Judge Judy 4p	3		X	X	X	X			3	\$400.00	\$1,200.00	Pittsburgh (WPXI)	JUDY 4-430P/13	10/22/12
14.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	4:29P- Judge Judy 430p	3		X	X	X	X			3	\$500.00	\$1,500.00	Pittsburgh (WPXI)	JUDY 430-5P/14	10/22/12
15.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5P- 5:30P (EST)	3		X	X	X	X			3	\$800.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 5-530P/15	10/22/12
16.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:30P- 6P (EST)	2		X	X	X	X			2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	NEWS 530-6P/16	10/22/12
17.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:58P- Channel 11 News At 6pm M-F	3		X	X	X	X			3	\$1,000.00	\$3,000.00	Pittsburgh (WPXI)	NEWS 6-630P/17	10/22/12
18.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	6:59P- Jeopardy	2		X	X	X	X			2	\$1,650.00	\$3,300.00	Pittsburgh (WPXI)	JEOP 7-730P/18	10/22/12
19.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	7:30P- WHEEL OF FORTUNE	2		X	X	X	X			2	\$1,650.00	\$3,300.00	Pittsburgh (WPXI)	WHEEL/19	10/22/12
20.0	Normal Line / Prime	10/24/12-10/24/12	4	:30	9P- Law & Order SVU 9-10P	1						1		1	\$1,500.00	\$1,500.00	Pittsburgh (WPXI)	LAW&ORDER 9-10P/20	10/22/12
21.0	Normal Line / Sports-Football	10/28/12-10/28/12	4	:30	8:13P- NBC Sunday Night Football	1							1	1	\$9,750.00	\$9,750.00	Pittsburgh (WPXI)	FOOTBALL 805-12M/21	10/22/12
22.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	2		X	X	X	X			2	\$2,000.00	\$4,000.00	Pittsburgh (WPXI)	LATE NEWS/22	10/22/12
23.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	11:34P- TONIGHT SHOW	3		X	X	X	X			3	\$675.00	\$2,025.00	Pittsburgh (WPXI)	TONIGHT/23	10/22/12

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24.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	11:30P- Channel 11 News Following Football 1130P								1	1	\$2,250.00	\$2,250.00	Pittsburgh (WPXI)	LATE NEWS FLW F8 1135P-1235A/24	10/22/12

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